



Board of Trustees Meeting
February 7, 2025
City of New Albany - Public Service Dept. Bldg.

AGENDA

CALL TO ORDER – 10:30 a.m.

PLEDGE OF ALLEGIANCE – Jessica Marquez

SECRETARY'S REPORT – Ami Mayne
Approval of November 22, 2024 Meeting Minutes

PRESIDENT'S REPORT – Jessica Marquez
Matt Stiffler Board Resignation
GFOA Conference – Ohio Reception Attendees
Annual Conference Welcome Reception – Site Visit Update

TREASURER'S REPORT – Jared Cottrell
December 2024 Financials
2025 Proposed Operating and Conference Budgets

EXECUTIVE DIRECTOR'S REPORT – Nancy Waterhouse

COMMITTEE REPORTS

1. State GFOA Representative – Stacey Russell
2. Nominating – Bethany Staats
3. Sponsorship - Megan Miller/Adam Lesch/Gina Love
4. Membership – Kyle Smith/Brent Lewis/Jim Boehmer/Justin Nahvi
5. Scholarship – Ami Mayne/Julie Adkins/Joey Jones
6. Awards – Vickie Barger/Rhonda Winslow/Jill Davidson
7. Social – Amie Lynn/Kyle Smith
8. Education – Jeff McCuen/Stacey Russell
9. Communications – Danny Sklenicka/Mollie Gilbride

OLD BUSINESS

NEW BUSINESS

ANNOUNCEMENTS

Education Committee Meeting, today, beginning at 12:00 noon
Next Board Meeting, Friday, March 21, 2025, beginning at 10:30 a.m.
Next Education Committee Meeting, Friday, March 21, 2025, beginning at 12:00 noon

ADJOURN

OHIO GFOA BOARD MEETING MINUTES

November 22, 2024

City of New Albany - Public Service Dept. Bldg.

PARTICIPANTS

Jessica Marquez, Ami Mayne, Jared Cottrell, Bethany Staats, Mollie Gilbride, Brent Lewis, Megan Miller, Matt Stiffler, Julie Adkins, Vickie Barger, Jill Davidson, Justin Nahvi, Brian Cooper, Adam Lesch, Danny Sklenicka, TJ Cusick, Kyle Smith, Joey Jones, Ashley Perry, Jim Boehmer, Stacey Russell, Jeff McCuen, Lisa Eisenberg, Nancy Waterhouse and Kayla O'Shelski

CALL TO ORDER

President Jessica Marquez called the meeting of the Ohio GFOA Board to order on Friday, November 22, 2024, at 10:34 a.m.

PLEDGE OF ALLEGIANCE – Jessica Marquez

SWEARING IN – Jessica Marquez

This morning, Rhonda Winslow informed us that, due to personal reasons, she is unable to fulfill her responsibilities as the newly elected Special District Trustee. If you have any recommendations for a replacement, please forward them to Bethany Staats, Chair of the Nominating Committee.

SECRETARY'S REPORT – Ami Mayne

Motion, Seconded and Approved: To approve the September 24, 2024 meeting minutes, as presented.

PRESIDENT'S REPORT- Jessica Marquez

2025 State Representative Appointment – Stacey Russell has agreed to serve as State Representative for 2025.

TREASURER'S REPORT – Jared Cottrell

Reviewed the October 2024 financials. Due to the challenges encountered with the conference hotel, Nancy Waterhouse requested and secured a 25% discount on our final invoice as compensation for the disruption and inconvenience. This adjustment resulted in a savings of \$27,119. *Motion, Seconded and Accepted:* To accept the October 2024 financials, as presented.

The investment accounts have sufficient cash, and a five-year ladder will be considered. Jared to collaborate with Nancy Waterhouse to draft the 2025 budget, which will be presented for review and approval at the February Board Meeting.

EXECUTIVE DIRECTOR'S REPORT – Nancy Waterhouse

Written report provided.

COMMITTEE REPORTS

State Representative – Stacey Russell

Written report provided.

Nominating – Bethany Staats

The Committee will focus on identifying two candidates for the board's review to fill Rhonda Winslow's vacancy. They will also be preparing a slate for 2025, which will include selecting a candidate to fill Ami Lynn's trustee position due to her transition to President-elect. Please send any candidate recommendations to Bethany.

Sponsorship – Megan Miller/Adam Lesch/Gina Love

Reviewed the updated 2025 Sponsorship Form. It will be posted on the website after the meeting, and solicitation will begin shortly thereafter.

Membership – Kyle Smith/Brent Lewis/Jim Boehmer/Justin Nahvi

Written report provided.

Scholarship – Ami Mayne/Julie Adkins/Joey Jones

The 2025 scholarship opportunities will be published on the website.

Awards – Vickie Barger/Rhonda Winslow/Jill Davidson

The 2025 award nominations will be posted on the website. For the award presentations, it was suggested to include a brief background or history of the individual after whom the award is named.

Social – Amie Lynn/Kyle Smith

No report.

Education – Jeff McCuen/Stacey Russell

Written report provided.

Communications – Danny Sklenicka/Mollie Gilbride

A membership promo video is being considered for posting on LinkedIn. Bethany Staats mentioned that the City of New Albany has a production studio and will explore that option. Additionally, the Social Media Policy is being developed for the board's review and approval at the February Board Meeting.

OLD BUSINESS

No old business.

NEW BUSINESS

No new business.

ANNOUNCEMENTS

Education Committee Meeting, today, beginning at 12:00 noon

Next Board Meeting, Friday, February 7, 2025, beginning at 10:30 a.m.

Next Education Committee Meeting, Friday, February 7, 2025, beginning at 12:00 noon

The meeting adjourned at 11:05 a.m.

Ohio GFOA
Balance Sheet
December 31, 2024

ASSETS	Current Year	Last Year
CURRENT ASSETS		
HNB - Operating Account	\$ 67,928.14	100,384.17
Prepaid Expenses	35,200.75	6,399.00
INVESTMENT ACCOUNTS		
Cash-Investments	65,983.09	12,595.05
Raymond James	247,163.00	282,483.45
<u>Total Value of Investments</u>	<u>313,146.09</u>	<u>295,078.50</u>
Total Current Assets	\$ 416,274.98	401,861.67
LIABILITIES AND CAPITAL		
CURRENT LIABILITIES		
Deferred Dues	\$ 40,495.00	37,605.00
Deferred Income	11,000.00	43,500.00
TOTAL CURRENT LIABILITIES	51,495.00	81,105.00
TOTAL LIABILITIES	51,495.00	81,105.00
CAPITAL		
Net Assets	320,756.67	359,324.66
Current Year	44,023.31	(38,567.99)
TOTAL CAPITAL	364,779.98	320,756.67
TOTAL LIABILITIES & CAPITAL	\$ 416,274.98	401,861.67

Ohio GFOA
INCOME STATEMENT
For the Month Ending December 31, 2024

	Annual Budget	Current Month Actual	Year-to-Date Actual	Actual H/(L) Budget	Last Year to Date
INCOME					
Dues	\$ 63,000.00	\$ (7,500.00)	\$ 65,675.00	2,675.00	\$ 63,610.00
Total Dues Income	63,000.00	(7,500.00)	65,675.00	2,675.00	63,610.00
MEETINGS INCOME					
Corporate Sponsors	150,000.00	4,700.00	156,500.00	6,500.00	152,500.00
Intro to Finance Seminar	9,000.00	190.00	8,065.00	(935.00)	9,780.00
Advanced Acctg.	7,000.00	380.00	7,740.00	740.00	7,050.00
Annual Conference	153,000.00	2,875.00	173,737.00	20,737.00	143,265.00
Debt. Seminar	0.00	0.00	0.00	0.00	1,825.00
Intermed Accounting Semi	6,000.00	(570.00)	0.00	(6,000.00)	6,395.00
Webinars (non-members)	100.00	0.00	106.88	6.88	177.62
Total Meetings Income	325,100.00	7,575.00	346,148.88	21,048.88	320,992.62
OTHER INCOME					
Interest Income	6,500.00	382.82	6,138.98	(361.02)	6,007.71
Dividends	500.00	233.74	2,249.06	1,749.06	908.54
Gain/loss on investments	0.00	895.50	9,679.55	9,679.55	3,374.20
Prior Year Income	540.00	0.00	655.00	115.00	21,015.00
Total Other Income	7,540.00	1,512.06	18,722.59	11,182.59	31,305.45
TOTAL INCOME	\$ 395,640.00	\$ 1,587.06	\$ 430,546.47	34,906.47	\$ 415,908.07
EXPENSES					
OPERATING					
Administrative Fees	\$ 102,278.00	\$ 8,523.16	\$ 102,278.00	0.00	\$ 98,344.00
Staff Expenses	2,000.00	0.00	926.49	(1,073.51)	1,248.70
Board Meetings/Expense	7,000.00	0.00	4,570.38	(2,429.62)	6,938.70
Accounting	8,155.00	40.00	8,155.00	0.00	8,055.00
Dues/Subscriptions	225.00	0.00	56.25	(168.75)	225.00
Insurance	2,000.00	0.00	1,946.00	(54.00)	1,844.00
Office Supplies	2,600.00	205.00	2,543.90	(56.10)	2,569.40
Postage	100.00	5.67	54.88	(45.12)	56.59
Printing	100.00	0.56	185.12	85.12	62.50
Telephone	1,200.00	75.26	922.93	(277.07)	1,133.43
Zoom	1,000.00	0.00	902.90	(97.10)	947.12
Total Operating	126,658.00	8,849.65	122,541.85	(4,116.15)	121,424.44
MEMBERSHIP PROGRAMS					
Legislative	0.00	0.00	0.00	0.00	350.00
Newsletter	600.00	0.00	434.86	(165.14)	587.04
Web Site	10,000.00	83.85	7,187.01	(2,812.99)	9,963.64
Certification Presentations	150.00	0.00	0.00	(150.00)	0.00
Scholarships	14,000.00	2,000.00	16,993.13	2,993.13	2,645.28
Education Committee	1,000.00	0.00	1,346.58	346.58	924.49
Social Media/Marketing	6,000.00	0.00	6,000.00	0.00	0.00
National Meetings	25,000.00	0.00	21,508.11	(3,491.89)	17,698.00
Total Membership Progr	56,750.00	2,083.85	53,469.69	(3,280.31)	32,168.45

Ohio GFOA
INCOME STATEMENT
For the Month Ending December 31, 2024

	Annual Budget	Current Month Actual	Year-to-Date Actual	Actual H/(L) Budget	Last Year to Date
MEETINGS/SEMINARS					
Intro to Finance Seminar	9,000.00	0.00	1,694.33	(7,305.67)	10,010.99
Advanced Acctg.	12,000.00	0.00	11,449.86	(550.14)	10,930.08
Debt Seminar	0.00	(6,399.00)	0.00	0.00	5,659.11
Annual Conference	222,150.00	6,399.00	188,383.91	(33,766.09)	263,401.62
Intermediate Acct Seminar	6,000.00	0.00	0.00	(6,000.00)	2,259.19
Total Meetings/Seminars	249,150.00	0.00	201,528.10	(47,621.90)	292,260.99
OTHER					
Bank Charges	120.00	10.00	120.00	0.00	120.00
Contingency	21,853.00	0.00	0.00	(21,853.00)	0.00
Prior Year Expense	0.00	0.00	0.00	0.00	512.50
Credit Card Charges	8,000.00	761.00	8,863.52	863.52	7,989.68
Total Other	29,973.00	771.00	8,983.52	(20,989.48)	8,622.18
TOTAL EXPENSES	\$ 462,531.00	\$ 11,704.50	\$ 386,523.16	(76,007.84)	\$ 454,476.06
NET INCOME	\$ (66,891.00)	\$ (10,117.44)	\$ 44,023.31	110,914.31	\$ (38,567.99)

NOTE: Certain disbursements/receipts are recorded using the Cash Basis accounting method



EXECUTIVE DIRECTOR REPORT

Submitted By: Nancy Waterhouse

Report Date: February 7, 2025

Update/Summary of Activities:

Ohio GFOA Website - As we continue to enhance our organization's impact and presence, I'd like to propose a redesign and update of our website.

Our current website, while functional, has remained unchanged since 2016 and could benefit from modernization to better serve our members. A refreshed design and improved functionality would help us:

- Enhance user experience and accessibility.
- Enhance backend functionality.
- Improve navigation and content organization.
- Ensure mobile-friendliness and compliance with current web standards.
- Strengthen our online presence to better represent our mission and goals.

The cost is \$1,500. The live website will not be affected and will take approximately anywhere from 1 week to 1 month to complete.

Ohio Reception at GFOA Conference – KeyBank is the official sponsor of the Ohio Reception, scheduled for Monday, June 30, 2025, from 5:30 to 7:30 PM at The Puttery. As of now, 70 Ohio attendees have registered for the conference.

2025 Newsletter Submission Deadlines – The first newsletter of the year has been released. Upcoming article submission deadlines are April 28, July 28, and November 24.

2024 Audit and 990 Filing – The engagement letter is signed, and fieldwork preparation is underway.

2028 Annual Conference – Submitted an RFP for the 2028 Annual Conference to both the Hilton Easton and Hilton Downtown. An update will be provided at the March 2025 Board Meeting.

Action Requested of Board:

Approve \$1,500 spend to redesign and update the Ohio GFOA website.



COMMITTEE REPORT TO BOARD

Date: February 7, 2025

Committee Name: **GFOA State Representative**

Submitted By: Stacey Russell

Update/Summary of Activities:

Information from GFOA:

Federal Funds Disbursement Pause: On January 27th the Office of Management and Budget issued a memo requiring all agencies to temporarily pause disbursement of federal assistance and submit to OMB information on impacted programs by February 10, 2025. GFOA's Federal Liaison Center is working to learn more information. You can learn more information at <https://www.gfoa.org/federal-funds-omb-memo-updates>

Registration is open for GFOA 119th Annual Conference in Washington DC June 29 – July 2, 2025. Take advantage of 70+ CPE-accredited sessions, inspiring keynotes, and interactive leadership workshops designed to expand your expertise in government finance. Learn directly from leading experts, researchers, and practitioners, and bring invaluable insights back to your organization and community. Plus, network and connect with peers from across the nation and around the world through numerous social and collaborative events! A total of 20 CPEs can be earned. **The next early registration deadline is March 28th.**

Upcoming Conference & Training Opportunities: GFOA offers a wide range of continuing education including in-person sessions, webinars and ELearning. All are available to review at <https://www.gfoa.org/events>

In-Person:

- Accounting Academy: An Intensive Introduction, Chicago, March 3- 5
- Understanding Government Compensation & Payroll, Chicago, April 8-9
- Overview of Public Procurement, Columbus, April 28-29
- Accounting Academy: An Intensive Introduction, Columbus, April 28- 30
- Preparing & Implementing a Capital Improvement Plan, Columbus, April 28-29
- Budget Academy, Columbus, April 28-30
- Developing & Managing the Personnel Budget: A Position Control Workshop, Columbus, April 29
- School Budgeting Best Practices, Columbus, April 30
- Best Practices in Debt Issuance & Management, Columbus, April 30 – May 1

Webinars:

- GFOA offers approximately 15 webinars over the next 2 months. Ranging from 1-2 CPEs and pricing from \$50 - \$95 for members and \$100 - \$200 for non-members

ELearning:

- Advanced Governmental Accounting, February 10-11
- Overview of Public Procurement, February 18-20
- Asset Management for Finance Officers, February 24-25
- Budget Process 101, March 3-5
- ERP Readiness & System Selection, March 17-19
- Federal Funds Fair, March 18-20
- Accounting for Pension & Other Post-Employment Benefits, March 25-26

Networking Opportunities:

- WPFN Networking: Honing Your Consensus Building Skills, February 11& February 12 (2 times)
- WPFN Networking: 2025 International Women's Day #AccelerateAction, March 7
- LGBTQIA+ Caucus, March 14
- WPFN Networking: Overview of WPFN Mentorship Program, March 20

Action Requested of Board: None at this time



COMMITTEE REPORT TO BOARD

Date: February 7, 2025

Committee Name: Sponsorship

Submitted By: Adam Lesch, Gina Love and Megan Miller

2025 Goal(s) and Current Benchmark(s):

To bring in \$160,000 in sponsorships for 2025. To achieve this, we will reach out to all 2023 and 2024 Sponsors, companies that have contributed in the past, and reach out to new potential sponsors.

Update/Summary of Activities:

Total Commitments Received to date - **\$78,500 (15 sponsors)** (Detailed Report Attached)

Sent out targeted email to all prior sponsors. The Committee will review the list of unpaid sponsors and follow-up individually in the next month.

Met with Bonefish Systems to discuss partnership opportunity. They are interested in a revenue sharing agreement, where all GFOA customers will receive discounted prices and GFOA will receive a percentage of revenue. They are also interested in being a **platinum sponsor**, but with a slight twist. See the attached report.

Action Requested of Board:

~Discuss Bonefish Systems partnership opportunity and next steps.

~Review the "List of Corporate Sponsors" for those vendors that you have a relationship with and reach out to them to remind them of how meaningful it is to sponsor Ohio GFOA or refer them to Adam, Gina or Megan and/or the website.

~Review the "List of Corporate Sponsors" and determine if there is a vendor that you work with that would be interested in sponsorship that is not on our list and refer them to Adam, Gina or Megan and/or the website.

Date of Next Meeting:

TBD



Sponsorship Commitments

Sponsorship Year	2025	
Level / Sponsor	Sum of Amount Received	
BRONZE		
Gardiner	\$	2,500
HCA Asset Management	\$	2,500
Julian & Grube, Inc.	\$	2,500
Plante Moran	\$	2,500
Rea & Associates	\$	2,500
VC3	\$	2,500
GOLD		
DataServ Integrations, LLC	\$	7,500
Meeder Public Funds	\$	7,500
OpenGov	\$	7,500
PLATINUM+		
KeyBanc Capital Markets	\$	20,000
RWB		
Springbrook Software	\$	1,000
SILVER		
Bradley Payne Advisors	\$	5,000
Equitable (formerly AXA)	\$	5,000
Squire Patton Boggs	\$	5,000
The Huntington National Bank	\$	5,000
(blank)		
Azavar		
Baker Tilly Municipal Advisors, LLC (formerly Umbaugh)		
Bonefish Systems		
Bricker & Graydon (Formerly Bricker & Eckler)		
Clark, Schaefer, Hackett & Co.		
ClearGov		
Dinsmore & Shohl LLP		
Fifth Third Securities		
GovHR USA		
GovOS		
JPMorgan Chase Bank		
PFM Financial Advisors LLC		
PNC (formerly National City Bank)		
RedTree Investment Group		
Regional Income Tax Agency (RITA)		
Software Solutions, Inc.*		
Stifel Nicolaus & Company, Inc.		
Sudsina & Associates, LLC		
The SpyGlass Group, LLC		
Three + One		
U.S. Bank, N.A.		
Wilson, Shannon & Snow, Inc.		
Workday		
Charles E. Harris & Associates, CPAs (Didn't Sponsor)		
Ernst & Young		
Parthenon Global LLC & ContractURL		
Workiva		
Carillon Group of Raymond James (Didn't Sponsor last year)		
Ceridian (Didn't Sponsor last year)		
CORE (Didn't Sponsor last year)		
eCivis (Didn't Sponsor last year)		
Fifth Third Bank (Didn't Sponsor last year)		
GovInvest (Didn't Sponsor last year)		
NORESCO LLC (Didn't Sponsor last year)		
Northland Securities, Inc. (Didn't Sponsor last year)		
OnActuate (Didn't Sponsor last year)		
Oracle NetSuite for Government (Didn't Sponsor last year)		
Questica (Didn't Sponsor last year)		
Republic First National (Didn't Sponsor last year)		
Robert W. Baird & Co. (Didn't Sponsor last year)		
S&P Global (Didn't Sponsor last year)		
Tyler Technologies, Inc. (Didn't Sponsor last year)		
Grand Total	\$	78,500

Bonefish Revenue Sharing Arrangement

Contract Term Years

	One	Three	Five
Standard	\$6,371	\$5,993	\$5,734
Group Discount	\$4,683¹	\$4,142	\$3,822

All pricing is an annual subscription.

Program Fee Table Customer Volumes Eligible in Contract Effective Period (9/30/YY)	PROGRAM FEE
1 to 5 Customers	\$2,000 per customer
6 to 10 Customers	.25%
11 to 30 Customers	.50%
31 to 50 Customers	.75%
51 to 100 Customers	1.00%
101 to 199 Customers	1.25%
200+ Customers	1.50%



MEMBERSHIP COMMITTEE REPORT TO BOARD

February 7, 2025

Submitted By: Kyle Smith/Brent Lewis/Jim Boehmer/Justin Nahvi

2025 Goal(s):

Increase Membership, Enhance Member Engagement, Improve Member Retention, and Develop Networking Opportunities

Update/Summary of Activities:

February 2025 Membership Report: Please see the attached report. Notifications will be sent to lapsed members on February 15, 2025. The Committee will review members who have officially lapsed and conduct personal follow-up outreach. Nancy Waterhouse sent an inquiry to Mike Mucha at GFOA requesting an Ohio membership list to cross-reference it with our Ohio GFOA membership list to identify potential new members.

2025 Membership Survey: A survey was distributed to members in January to gain a better understanding of their needs and to improve the programs and services we offer. The survey results are attached. The Committee will review these results and identify key areas to focus on.

Membership Dues: It has been some time since the membership dues were evaluated and adjusted. There has been discussion regarding whether a tiered dues structure for governmental institutions should continue. A review of Midwest State GFOAs reveals that most have a single dues amount for governmental institutions. For context, the following is the percentage breakdown for governmental institutions as of December 2024:

- Under \$6 million: 10.06%
- Under \$10 million: 4.82%
- \$10–\$25 million: 13.17%
- Over \$25 million: 59.10%
- Non-Governmental Institutions: 10.49%

After discussing the options, the Committee agrees that implementing a flat rate for governmental entities is a good idea as it simplifies the structure and eliminates potential discrepancies.

The Committee is proposing the following dues increases for all membership categories, effective January 1, 2026:

- Governmental Institute: \$100
- Non-Governmental: \$200
- Associates (Students, Interns, Retirees): \$25

Going forward, the Committee recommends reviewing dues every 3–5 years to assess if smaller, incremental increases are necessary.

Action Requested of Board:

Approve the proposed dues increase structure as outlined above.

GFOA State Dues: Midwest States

Illinois

Public Sector Membership Dues (Based on Population - Most Recent U.S. Census)

- Under 5,000 - \$150
- 5,000 - 14,999 - \$225
- 15,000 - 24,999 - \$300
- 25,000 - 74,999 - \$400
- 75,000 - 124,999 - \$500
- 125,000+ - \$600

Kansas

- **Public Sector** - \$75
- **Associate** - \$300
- **Clerk** - \$50
- **Retiree** - \$25
- **Student** - \$5

Michigan

- **Public Sector Member** - \$135
- **Associate Member** - \$270
- **Student/Retired Members** - \$25

Minnesota

- **Associate** - \$95
- **Active** - \$70
- **Student** - \$10

Missouri

Active Membership (Based on Population)

- Less than 10,000 - \$30
- 10,000 - 30,000 - \$40
- Over 30,000 - \$55
- **Affiliate** - \$30
- **Associate** - \$40

Wisconsin

- **Active** - \$25
- **Corporate Associate** - \$100 per company, \$25 additional

Pennsylvania

- **Government** - \$75
- **Associate** - \$120
- **Student** - Free
- **Academic** - \$25
- **Retired** - \$25

Virginia

- **Active** - \$50
- **Associate** - \$60
- **Retired** - \$40

Tennessee

- **Active** - \$30
- **Associate** - \$50
- **Retirees** - \$15
- **Students** - \$5



2025 FEBRUARY MEMBERSHIP REPORT

MEMBER TYPE	TOTAL
GOVERNMENTAL TOTAL	672
County	167
Library	43
City/Village	296
School District	34
Special District	63
State Agency	50
Township	19
NON-GOVERNMENTAL TOTAL	75
ASSOCIATE	5
TOTALS	752
RETIRED PAST PRESIDENTS (comp lifetime membership)	6



BOARD COMMITTEE REPORT

Scholarship Committee

February 7, 2025

Members: Ami Mayne, Julie Adkins and Joey Jones

Update/Summary of Activities:

A Scholarship (1) for the National GFOA Conference in Washington DC has been posted to the Ohio GFOA website. Applications are due March 3, 2025. The Scholarship will include registration of \$540 and travel reimbursement up to \$1,500.

Scholarships also available for 2025:

- First-Time Annual Conference Attendee Scholarship (5 @ \$900)
- Annual Conference Scholarship (3 @ \$900)
- Annual Conference Student Attendee Scholarship (3 @ 900)
- Continuing Education Scholarship (1 @ \$1,000)
- Traditional Student College Scholarship (1 @ \$1,000)

Deadline is Monday, July 21, 2025. Encourage people to apply!

Action Requested of Board:

None

February 7, 2025

Submitted By: Jeff McCuen/Stacey Russell

2025 Goal(s):

The committee works to provide relevant and timely professional development opportunities to our members at locations throughout the state of Ohio.

Update/Summary of Activities:

2025 Seminars

- **Introduction to the Finance Office**
 - **Dates:** March 19 & 20
 - **Location:** Cuyahoga County Public Library, Parma-Snow Branch
 - **Facilitator:** Jamie Nicholson
 - **Registration:** 7
- **Intermediate Governmental Accounting**
 - **Dates:** June 18 & 19
 - **Location:** Rea & Associates Conference Facility, Dublin
 - **Facilitator:** Anita Martin
 - **Registration:** Coming soon
- **Advanced Governmental Accounting**
 - **Dates:** August 6 & 7
 - **Location:** Niagara Event Center, Put-in-Bay
 - **Facilitator:** Jeff McCuen
 - **Registration:** Coming soon

2025 Webinars

- **January 8:** Software Solutions hosted *Modernization or Marginalization: The Hidden Cost of Legacy ERP Systems*, with 109 participants.
- **February 12:** ClearGov will present *Mastering Budgeting Efficiency and Leveraging GFOA Best Practices*. Currently, 124 participants are registered.
- **Upcoming Webinars:** Five (5) sponsors are scheduled to host webinars throughout the year.

2025 Annual Conference Social Events

- **Welcome Reception:** PBR Cowboy Bar & Smokehouse Buyout – <https://pbrcowboybar.com/columbus/>
- **President's Reception:** Featuring live music from Bluewater Kings Band – <https://www.bluewaterkingsband.com/>

February 7 Education Committee Meeting

- Identify a general session speaker
- Determine conference & webinar topics through group breakouts
- Schedule a conference grid subcommittee meeting

February 7, 2025

Submitted By: Danny Sklenicka/Mollie Gilbride

2025 Goal(s):

Manage outreach efforts, including newsletters, social media, and website updates. Ensure timely and effective communication of news, events, and resources to members while enhancing the organization's visibility and engagement.

Update/Summary of Activities:

Proposed Social Media Policy – The Communications Committee, in collaboration with the Social Media Agency, has developed and reviewed the attached proposed Ohio GFOA Social Media Policy. We are now seeking full board approval at today's meeting.

Revised Mission Statement – Met with Jessica Marquez and Nancy Waterhouse to explore the possibility of revisiting Ohio GFOA's mission statement to ensure it continues to align with the organization's objectives. After brainstorming various ideas, we are proposing the following:

"Supporting Our Members Through Collaborative, Innovative, and Inclusive Public Finance Education and Networking"

Elaboration: This mission statement emphasizes the Ohio GFOA's commitment to:

1. **Supporting Members:** Placing our members at the heart of everything we do, ensuring their needs and professional growth are our top priority.
2. **Collaboration:** Encouraging partnerships and teamwork among finance officers, government entities, and private sector stakeholders to share knowledge, resources, and best practices.
3. **Innovation:** Embracing innovative strategies and technologies to prepare for future challenges and opportunities in public finance, ensuring sustainable and resilient financial systems.
4. **Inclusive Educational Opportunities:** Providing accessible and inclusive educational opportunities to all members, promoting continuous learning and professional development in the field of public finance.
5. **Networking:** Creating opportunities for members to connect, share experiences, and build professional relationships.
6. **Member Services:** Committing to serving the needs of our membership by providing valuable resources, support, and advocacy.

Action Requested of Board:

Requesting approval of the proposed Social Media Policy as presented.
Requesting approval of the proposed revised Mission Statement as presented.



Social Media Policy

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Last modified: January 2025

STATEMENT AND SCOPE




As a representative of the Ohio Government Finance Officers Association (OH GFOA), you are expected to demonstrate best practices and appropriate etiquette on Ohio GFOA's LinkedIn social media page, including but not limited to the following:

- Be respectful to all
- Promote OH GFOA in a positive and professional manner
- Do not engage in arguments or negative speech, including hate speech
- Do not share confidential organizational information

INQUIRIES

For inquiries left on the OH GFOA LinkedIn page, please reply and encourage that person to submit their inquiry to gfoa@assnoffices.com.

The following individuals currently have Super admin or Content admin access and may reply to inquiries that are sent to the LinkedIn Inbox.

Profile	Roles
 Jessica Marquez, CPA · 3rd Manager - Financial Reporting at OPERS	Super admin
 Nancy Waterhouse · 3rd Association Executive at Accent on Management	Super admin
 Victor Perez S. · 1st Director of Technical Operations & DBA at Golden Shovel Agency	Super admin
 Bethany Quinn · 1st Executive Vice President, Thought Leader, Strategist.	Content admin
 Deanna Morrow · You Economic Development Place Marketing Brownfields	Content admin

QUESTIONABLE CONTENT

If an OH GFOA representative comes across misinformation, disinformation, news leaks, confidential information, or other questionable content regarding OH GFOA on social media, contact gfoa@assnoffices.com. Be sure to include a screenshot and/or a link to the information.

TACTICAL GUIDELINES FOR OH GFOA REPRESENTATIVES

When do I need approval to post a message on social media?

- For urgent or time sensitivities, either the OH GFOA President or OH GFOA Administrator may post a message on social media
- For all other social media posts, please send a request to the Communications Committee and gfoa@assnoffices.com with your content
 - Suggested posts should be relevant, concise, and engaging, ideally under 500 characters. We prefer content that includes education for members. Feel free to include visuals or images and hyperlinks to your website
 - Please avoid overly promotional language or sales-oriented imagery
 - All submissions will require approval from the OH GFOA Communications Committee before posting

What should I do on social media during a PR crisis?

- Contact gfoa@assnoffices.com or (614) 221-1900